

INQUIRY INTO THE MANAGEMENT OF THE SYDNEY HARBOUR FORESHORE AUTHORITY

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Subject:

Summary



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The Director
General Purpose Standing Committee No 4
Legislative Council
Parliament House
SYDNEY NSW 2000

Dear Sir/Madam,

Inquiry into the Management of the Sydney Harbour Foreshore Authority

TTF Australia (Tourism and Transport Forum) is the national peak advocacy body for the tourism, transport and infrastructure sectors.

TTF Australia has maintained a long term relationship with the Sydney Harbour Foreshore Authority (and its predecessor agencies).

The role of the Sydney Harbour Foreshore Authority, in taking overarching responsibility for the planning, development and marketing of one of the most significant and high profile precincts in Australia, has in our experience been conducted with foresight, imagination and significant success.

The amalgamation of the functions and operations of the Darling Harbour Authority, the Sydney Cove Redevelopment Authority and the City West Development Corporation, together with other significant government land holdings in the central areas of Sydney was a necessary and appropriate action. The amalgamation has permitted administrative streamlining and a coordination of planning and activity in these important areas and allowed finally for their successful operation, after years of stagnation.

The achievements of the Authority in protection and maintenance of heritage and cultural items, the promulgation of sensitive planning in the vicinity of Sydney Harbour, the management of significant places (eg. Darling Harbour, Circular Quay and The Rocks), the renewal and revitalisation of Pyrmont/Ultimo, Luna Park and Cockle Bay, and the facilitation of development on strategic sites (such as the Australian Technology Park and the Sydney Fish Markets), have been considerable. In our experience, the processes undertaken by the Authority in its strategic and master planning and development approval procedures have been consultative, professional and appropriate.

The economic significance of many of the areas under management by the SHFA cannot be understated. These areas provide the capital for the major tourism precincts in Sydney (and therefore Australia) providing for both leisure and business tourism.

The Rocks and Darling Harbour attract around 20 million people each year, making them amongst Australia's most visited sites. The quality of these areas is fundamental to the continuing high reputation of Sydney, as well as for the generation of substantial economic benefits. The standards of existing precincts and facilities maintained by SHFA and the approaches to planning for expansion and upgrading are unique to be commended.

In the area of tourism destination marketing, the Authority has developed a reputation as an Australian market leader. The primacy of the Sydney Convention & Exhibition Centre within regional convention facilities is a tribute to the commitment to infrastructure and operational excellence pursued by the Authority.

In the area of tourism destination marketing, the Authority has developed a reputation as an Australian market leader. SHFA has consistently produced innovative marketing campaigns designed to position The Rocks and Darling Harbour as places to be enjoyed by both visitors and the local community. The Authority has been a crucial partner in cooperative marketing campaigns, promoting Sydney to both domestic and international markets. It was only via SHFA's advocacy that Tourism Sydney was established to provide, for the first time, a collaborative approach by City and State agencies, and the private sector, toward the promotion of Sydney as a dynamic destination.

The Authority has been successful in its marketing and in keeping its "product" fresh and of high quality, delivering to the expectations of a discerning market. Such actions are most important in terms of capturing the economic benefits of the tourism market.

I trust the above observations will be of assistance to the Committee in its deliberations. In spite of having a long-term and close relationship with the Authority and its Board, the majority of the Committee's terms of reference are outside the realm of knowledge of TTF Australia and relate to internal processes.

However, it is our observation that in its external dealings and operations, the Sydney Harbour Foreshore Authority and its management team are focussed, innovative and highly professional.

Yours faithfully



CHRISTOPHER BROWN
Managing Director & CEO